**Bias, Prejudice, and The Implicit Association Test (IAT)**

(35 points plus 2 points for each of 2 substantive responses to other students)

Learning Objectives for this Assignment:

1. Develop awareness of one's own subtle prejudices that influence behavior unintentionally,

2. Develop awareness of the commonness of subtle prejudicial influences on behavior in any society.

3. Experience using a current research methodology in social psychology.

4. Compare information from academic articles critiquing a research methodology to one's personal experience using the methodology.

**Step 1**: Read the Social Psychology chapter before completing this assignment.

**Step 2:** View the video clip titled "Implicit Association Test" in the separate folder by this name in this week's assignments. You will need to incorporate this video into your response to this topic. It is also available on the PBS web site at:<http://www.pbs.org/saf/1507/video/watchonline.htm> . Click on "Hidden Motives Part 2 Hidden Prejudice". If you are unable to stream this from Angel or PBS, try searching for it on YouTube by name, including Scientific American Frontiers and Alan Alda.

**Step 2:** Now go to the home page of the IAT project at:<http://www.projectimplicit.net/index.php> . At the bottom left of the home page you see three tabs, Under the one labeled “For the public”, read the “General Information” section to get an idea of what you are about participate in. Next, click on the label “See Project Implicit in the news” and a series of links to news articles will appear. Read a couple of them to get an idea of what the IAT’s are used for.You will NOT need to include these in your response.

**Step 3:** Next, complete any three surveys of your implicit attitudes (described on p. 693) at the web site named “Project Implicit” , home of the Implicit Association Test at:<https://implicit.harvard.edu/implicit/>

Click on "Demonstration" button to open the testing page. Complete any three Implicit Association Tests. You may complete one or more of the Research tests in place of a Demonstration test. The Research Tests are current research projects in which your data will be included in the analysis.

**Step 4:** Go to ProQuest and read the two mass media articles listed as “required” below, and one peer-reviewed research article of your choice.

**Mass-media articles - Read 2 of these, the 1st one is required** (not APA format)

* (Required) Anonymous (2009, July 5) University of Washington: Study supports validity of test that indicates widespread unconscious bias. *News Rx Health & Science*, 67.
* Thomas Pack (2007, March). Test Your Prejudices Online. *Information Today, 24*(3), 28-29.
* Bruce Bower (2006, April). The bias finders. *Science News*, 169(16), 250-251,253.
* David Glenn (2008, April 25). Our hidden prejudices, on trial. The *Chronicle of Higher Education, 54*(33), p.B12.
* Haley Edwards (2008, April 4). "Colorblind" generation still struggles with race :Young people here reveal frustration that bias can cause | 40 years after the death of the Rev. Martin Luther King Jr.. Seattle Times,A.1.
* Amy Wax and Philip E. Tetlock (2005, December 1). 'We Are All Racists At Heart'. *Wall Street Journal* (Eastern Edition), p. A.16.
* Shankar Vedantam (2006, January 30). Study Ties Political Leanings to Hidden Biases :[FINAL Edition]. The Washington Post,p. A.05.

**Peer-reviewed journal articles** (reference not in APA format)

Read ONE of the following and include a summary of its main findings in your response. Relate it to one or more of the IAT surveys that you completed. Remember, you do not read the entire article. The 1st and last sections will give you the main points of use for us. Omit the methods and results sections for sure as they are too technical for our purposes.

* Jessica Jenen, Jennifer Winquist, Daniel Arkkelin, Kristopher Schuster. (2009) Implicit attitudes toward feminism. *Sex Roles,60(*1-2), 14-20.
* Robert J Snowden, Jan Wichter, Nicola S Gray. (2008). Implicit and explicit measurements of sexual preference in gay and heterosexual men: A comparison of priming techniques and the Implicit Association Test. *Archives of Sexual Behavior 37*(4), 558-565.
* Aaron Smith-McLallen, Blair T Johnson, John F Dovidio, Adam R Pearson. (2006). Black AND White: The Role Of Color Bias In Implicit Race Bias. *Social Cognition, 24(*1), 46-73.
* James H. Geer, Gloria G. Robertson. (2005). Implicit Attitudes in Sexuality: Gender Differences. *Archives of Sexual Behavior, 34*(6), 671-7.
* Jay L Wenger, Amy L Daniels. (2006). Who Distinguishes Between Sinners and Sins at the Implicit Level of Awareness? *The Journal of Social Psychology, 146*(6), 657-69.
* Michael J. White & Gwendolen B. White (2006). Implicit and Explicit Occupational Gender Stereotypes. *Sex Roles, 55*(3-4), 259-266.

Write your response to this topic to post in the Forum for this week. Be sure to include elements from the video, the two mass media and one peer-reviewed articles along with your three IAT's completed. Address the following points in order:

**A.** Summarize your understanding of the purposes of the Implicit Association Tests.

* How did your experience of the tests compare to that described in the video clip "Implicit Associations Test".
* What is the IAT trying to measure and of what use is this measurement?
* Incorporate all you learned from perusing the IAT web site and form the assigned articles (mass media and peer-reviewed). You must include significant elements of the three articles that you read and cite each as you include information from each one. (APA format not requried, just make it clear which information came from which article) (300 words approx.; 15 points)

**B.** Tell us about your three IAT’s that you completed. Which three IAT’s did you complete? How did you score?

It is normal if you scored as being biased against ethnic, racial, age, and other categories. So did I. If you really do not want to share that information, OK, but you must demonstrate knowledge of three tests and their implications. It is also normal to want to refute the tests results that tell you something you do not wish to hear about yourself. The most frequent complaint is about having to go so fast and switching the word pairings, but that is by design so that the test reveals "implicit" attitudes before your conscious mind filters your reaction to reflect what you should think and do. (300 words approx.; 15 points)

**C.** Your reaction to and interpretation of your IAT experience: (150-200 words approx.; 5 points)

1. What have you learned about yourself regarding bias, prejudice, and discrimination from this assignment?
2. Given what you read about the IAT in the assigned articles plus the video clip, what does this say about our prejudices in our society currently?
3. If you took IAT’s about other topics, what are the implications of the results on those topics?

**D.** Respond to two students’ work on this topic in a substantive manner to earn 2 points for each response. You may respond as much as you wish, but you earn points for only two responses.